

Research on the Development Trend and Innovation Path of Leisure Sports Industry under the Background of “Internet+”

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Abstract: The development of Internet + mode has played a great role in promoting and promoting the sports industry and injected new vitality into the development of sports industrialization. The innovation-driven development strategy of sports industry under the background of “Internet+ is to focus on thinking guidance, improve legal protection and minimize the loss caused by the legal vacancy caused by the development of science and technology”. With the rapid development of the Internet, the integration of the Internet and sports industry will promote the continuous innovation and development of China's sports industry. Under the background of the rapid development of the Internet, the integration of the Internet and the sports industry will surely promote the continuous innovation and development of China's sports industry. As a booming sunrise industry, leisure sports industry is facing a series of changes and adjustments and needs to adapt to the changes brought about by new technologies. Under the background of “Internet+”, this paper discusses and studies the development trend and path of sports industry, which provides specific reference for the optimization and upgrading of sports industry in China.

1. Introduction

With the development and rise of Internet technology, the integration of various industries and the Internet is showing a trend of rapid development. The combination of sports and high-tech technology has enabled the sports industry to gain more room for development, and at the same time has also promoted the progress of science and technology in the sports industry and the improvement of the economic level of the sports industry [1]. Leisure sports have rich connotations and show the characteristics of combining sports with leisure. Leisure sports should be based on the premise of having certain freedom and free time, according to their own needs, cultivate their own taste and style of life, in order to relax the body and mind and obtain happiness as the purpose of sports form [2]. Under the background of the rapid development of the Internet, the integration of the Internet and the sports industry will surely promote the continuous innovation and development of China's sports industry. Leisure sports grew in the soil of the socialist market economy, which resulted in a certain scale of leisure sports industry, which is closely related to social development and is the product of the times to cater to social development [3]. “Internet+” is being incorporated into the top-level design of the country and promoted to the level of national strategy. All provinces, cities and regions have also responded in succession and formulated the “Internet+ Sports” action plan. It is becoming a trend to use “Internet+” to promote the sustainable and healthy development of the sports industry.

In recent years, Internet+ has gradually expanded from a concept to various application fields, and has become a brand-new service concept and mode, bringing people brand-new scientific and technological progress and service experience [4]. A series of favorable policies to promote in-depth integration, huge market opportunities to trigger capital smell, mature big data technology to integrate sports resources, and one-stop Internet service to meet diverse needs of users are all powerful drivers of “Internet+ sports industry” [5]. As a booming sunrise industry, the leisure sports industry faces a series of changes and adjustments that need to adapt to the changes brought about by new technologies. The Internet represents a technology and brings a new way of thinking in the Internet age. The “Internet +” sports industry will bring a new experience. Happiness should stem from self-realization, because self-realization provides deep and intrinsic satisfaction [6]. Therefore,

in the context of “Internet+”, the leisure sports industry has a broader development space and a good development trend. The Internet's way of thinking and innovative ways integrate in all areas of the economy and society, through the Internet as the infrastructure and tools to develop the real economy, improve the innovation and productivity of the real economy, and form a new form of economic development [7]. This paper discusses and studies the development path of sports industry under the background of “Internet+”, and provides a specific reference for the optimization and upgrading of China's sports industry.

2. The Development Trend of Leisure Sports Industry under the Background of “Internet+”

2.1 Development Direction of Diversified Cross-border Integration

From the ontological attribute of leisure sports industry development, it is developed on the basis of a certain degree of economic and social, and belongs to the service industry. With its unique advantages, Internet + meets the needs of network users of sports industry and establishes the model of sports network industry chain. With the increase of residents' disposable income and people's awareness of physical fitness, people's consumption ability in sports is gradually strengthened. From the current development model, as an industrial model, the Internet is developing more and more rapidly, and its proportion in people's life and work is also increasing. With the continuous rise of people's living standards, people's demand for sports culture has reached a new height in both types and quantities. The intervention of the Internet as a technology makes product research and development no longer an isolated activity [8]. The era of “Internet+” reflects its leverage on economic and social development, which has led to changes in the development mode of leisure sports and increased the openness of leisure sports industry. “Internet+ Sports” makes the traditional sports industry have new industrial characteristics under the background of the Internet, such as online and offline combination of multi-scene marketing, social interaction, user experience, big data tracking, cross-border cooperation, etc.

2.2 Development Direction of Technological Innovation

The advent of the “Internet+” era has provided advanced technological innovation means for the development of leisure sports industry. As a technological tool, it is also an innovation engine, reflecting the great promotion of technological progress to industrial upgrading. We should actively use the conveniences brought by the Internet and focus on the great convenience and new vitality brought by the current Internet to the sports industry. The Internet has fast information dissemination speed and strong interactivity, which can upgrade the output information, information dissemination and information storage methods of the sports industry. For the sporting goods manufacturing industry, unlike the traditional production management model, the development of the Internet has made production management more visible. With the accelerating socialization process, people's living standards have gradually improved, and people's demand for the network has reached a new height in both quantity and quality.

Internet big data entry enables sports consumers to quickly and accurately find the sports products they need and recommend products that are suitable for their uniqueness. Table 1 is a ranking of the reasons for not being willing to engage in sports activities and the issues that must be resolved when participating in sports activities.

Table 1 Sorting survey results

Reasons for unwillingness to engage in sports	No sports facilities	Heavy work, physical and mental fatigue	Do not know how to exercise	No interest	Insufficient economic strength
Problems to be Solved in Participating in Sports Activities	Site equipment	Someone to guide	Economic conditions	Have companions	Overcoming inertia
Order	1	2	3	4	5

As a resource advantage, the Internet will surely promote the innovation and development of leisure sports industry through the development of innovative technologies. China's leisure sports industry needs technological innovation and technical support in the process of transformation and upgrading. Leisure sports behavior is the end point or the result of action in leisure sports mode, and it is a factor in research. The ultimate goal of leisure sports behavior is to make individuals obtain positive health results. Fig. 1 shows the selection process of all participants in team sports.

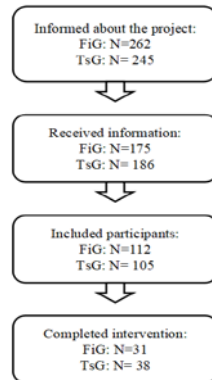


Fig. 1 The selection process for all participants in the team campaign

3. Innovation Path of Leisure Sports Industry under the Background of “Internet+”

3.1 Establishing Macro-value Strategic Layout Thinking

With the gradual expansion of the industrial scale and the continuous expansion of the scope of activities, the Internet has undoubtedly injected new vitality into it, providing a variety of possibilities for leisure sports activities with the help of new technological means. In the development of the traditional sports industry, the single and solidified mode is the mainstream. The advanced concept of the Internet has greatly impacted the traditional sports industry, making the sports industry and the Internet more and more closely integrated, and more tending to digital, information and electronic development. Enterprises can also screen target customers through big data and target products that they are most likely to be interested in [9]. The most important industry in China's sports industry is the sports manufacturing industry in terms of both the number of employees and the scale it occupies. Such an industrial structure can ensure the steady development of China's sports industry [10]. The Internet is not only a means, but also an operational mode of thinking, which seamlessly connects leisure sports products and services with customers through wireless terminals.

The traditional way of sports marketing advertising is isolated in effect. The maturity of the overall mobile Internet environment and the perfection of the form of sports social products are all conducive to bringing more mobile and social sports experience to sports enterprises and sports users. At present, the relatively insufficient demand and quantity of leisure sports instructors is still a prominent contradiction. For example, Table 2 is a survey of the desire rate for leisure sports guidance.

Table 2 Survey of the expected rate of children's leisure sports guidance

Option	Frequency	Ordinal position
Establishment of Community Sports Facilities	67.2	1
Open the stadium as much as possible and charge reasonably	45.5	2
Special Personnel Should Guide Physical Exercise	44.6	3
Strengthen the propaganda and report of sports knowledge and exercise methods	32.7	4

3.2 Driving the Trend of Technology Development by Research and Development

The network is of great value to the development of leisure sports industry, breaking the information barriers in the process of industry development, enhancing connectivity, greatly expanding the communication channels of leisure sports, and promoting the publicity and promotion of new products. Sports venues are the most important venues for competitive sports competitions and mass sports entertainment and recreation in China, and are also an important part of the sports industry. Sports manufacturing industry is the most important component of China's sports industry. The great development of sports manufacturing industry can effectively ensure the steady development of China's sports industry. How to do a good job in the effective combination and development between sports manufacturing industry and Internet+ is also a problem that needs active consideration. Sports activities have greatly increased people's sense of participation through the intervention of the Internet, which has strong communication power. Under the background of "Internet+", setting up macro-value strategic layout is an important embodiment of innovative development of leisure sports industry in concept. It can optimize the structure layout of leisure sports industry and enhance the level and competitiveness of leisure sports industry. The mode of "Internet+Stadium" has improved the utilization rate of stadiums to a certain extent, promoted the development of stadiums and gymnasiums to commerce, solved the problem of asymmetric information of users, and effectively remedied the problems of insufficient commercial service of stadiums and gymnasiums, and opaque information of site reservation.

4. Conclusion

The prosperity and development of leisure sports industry reflect the improvement of social living standards, and people's needs gradually change from material life to spiritual culture construction. At present, the level of science and technology in China's sports industry is still not high. With the rapid development of the Internet, the characteristics of "Internet+" and the added value it can bring have not been fully utilized. Only by deeply integrating Internet technology with the sports industry can new added values be created faster. The innovation-driven development strategy of sports industry under the background of "Internet+is to focus on thinking guidance, improve legal protection and minimize the loss caused by the legal vacancy caused by the development of science and technology". China's sports industry, especially leisure sports industry, should formulate and implement a long-term "Internet+" leisure sports industry development plan and strategy. Under the background of "Internet+" strategy and vigorous promotion of national fitness, we should innovate the mode of Internet leisure sports industry with Chinese characteristics to meet the rapid development of sports industry. Only by making full use of the advantages of the Internet and combining with the actual situation of China's sports industry, can China's sports industry develop better and better.

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